

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of: )  
SCHULZE, JR. )  
Serial No.: 08/835,105 )  
Filed: April 4, 1997 )  
Atty. File No.: 2937-9 )  
For: "MERCHANDISING USING )  
CONSUMER INFORMATION )  
FROM SURVEYS" )  
Assistant Commissioner  
for Patents  
Washington, D.C. 20231



Group Art Unit: 2766

Examiner: J. Nimmo

AMENDMENT AND RESPONSE

RECEIVED

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Group 2700

CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO ASSISTANT COMMISSIONER OF PATENTS, WASHINGTON, DC 20231 ON March 17, 1999.

SHERIDAN ROSS P.C.  
BY: *Ginger Bevenkamp*

Dear Sir:

In response to the Office Action having a mailing date of December 23, 1998 (Paper No. 3) regarding the above-identified U.S. patent application, please amend the application as follows:

IN THE CLAIMS:

Claim 1, page 41, line 7, delete "identifying unit" and insert --identification card--.

*Sub B3*  
11. (Amended) A system for obtaining and responding to information from consumers in connection with providing one or more benefit receipts, comprising:

a telecommunications survey network for providing telecommunications survey questions to at least a first